

Sherlock showcase at Interbike 2018

The Italian IoT startup presents live demos of its products at this year's show

Sherlock, the Italian IoT startup for security on two-wheels, will exhibit at Interbike (booth nr. 2535, Reno-Sparks Convention Center, Reno, NV, Sep 18-20), the largest annual gathering of the Bicycle Industry in North America, to showcase its GPS anti-theft device with live demos and to present a new product the startup has been working on in the past months.

“Sherlock Bike is the GPS-based tracker connected to a mobile app that tracks your bike in real time and enables you to precisely locate it and retrieve it in case of theft,” explains the CEO Pierluigi Freni. “In the last months we have been working on an additional product, **Sherlock Mate, a smart ride companion** that can track your performance and help you in case of bike crash”.

Sherlock Bike and Mate are both **compact and small**, designed to be hidden into the two ends of the bicycle handlebars, resulting invisible from the outside. In this way they are hard for thieves to detect and they do not alter the design of the bike. The communal aim is to provide cyclists with the **peace of mind** they deserve, both on and off their bikes.

On one bar end, Sherlock Bike gives the bicycle a **“voice” to shout for help**. While parked, if the bike moves the cyclist gets an immediate alert on his phone. He can then check the tracking on the mobile app and share the unique tracking code with the police.

On the other bar end, Sherlock Mate will allow cyclists to feel safer while riding their bikes, thanks to a built-in **crash detection system** that can alert a preset list of contacts. Friends and relatives will also be able to follow the cyclist real-time location through the app.

Sherlock Bike is already available for orders on www.sherlock.bike and at selected retailers, while Sherlock Mate is now in its prototyping phase and will be ready for production in a few months.

“We are excited to be a **first time exhibitor at Interbike** this year, as we know that Interbike is a must to exhibit at to reach a wider, global audience in the bicycle industry” continues the CEO Pierluigi Freni. “We look forward to meet US retailers and distributors at the show to widen our distribution network”.

The Company

Sherlock is sustained by **i3P incubator in Italy** and is part of the **Viasat Group**, leader in Europe for satellite security systems, which acquired a participation in the company with the aim of widening the offer of security products for the consumer market.